Anonymous is the usual term for the not known proponent. Unnamed for the lost things unpossessed. Clueless for the things that we do not know. But on the other hand if things are being introduced, being demonstrated, sold and merchandized, more likely they are made known to recipients and with intensive or extensive motive to the purpose. The advocacy and social mobilization in ALS is the premier step to introduce the program to the stakeholders.

WHAT IS ADVOCACY?

- It is an act of persuading people to adhere to a belief they may not have held before.
- It is a process of inducement to adopt, support, defend or maintain a cause.
- It activates/involves organization of information into arguments and using these arguments to persuade an audience to take action.
- It is to promote the end goal of the project.
- It encourages the targeted stakeholders to embrace and devote to the program and/or sponsorship.

WHAT IS SOCIAL MOBILIZATION?

- It is a collective action to implement what people have been convinced about and persuaded to do.
- It is getting people to plan, organize and implement a course of action.
- It is enabling the community for the deployment of their members who are or who will be included to the conscription, enlistment, or enrolment.

HOW DOES ADVOCACY RELATE TO SOCIAL MOBILIZATION?
Advocacy and social mobilization are interconnected processes. Advocacy persuades; social mobilization acts. Both derive strength from mass support and volunteerism of participation. Both terms are referred to as ADSOCMOB.

INITIAL GUIDELINES IN DEVELOPING ADVOCACY AND SOCIAL MOBILIZATION STRATEGIES

1. Advocacy is a process rather than an event; it is continuing rather than time-bound; recognizes the inter-relationship of issues; and anticipatory of future-oriented.

2. Advocacy tools (i.e., information, education and communication or IEC materials) are merely aids in the advocacy process; some advocacy strategies do not need these tools.

3. Adequate, appropriate and relevant information is a key resource for effective advocacy.

4. Well-defined and concrete messages (and images) are pre-requisites to the development of effective advocacy strategies.

5. Images (visual) can effectively deliver messages with emotional appeal. Images should inspire, energize, motivate and mobilize.

6. Messages (and images) addressed to specific audiences should match the media channel and format to be used.

7. Advocacy strategies and tools should be culturally appropriate; the use of indigenous strategies should be maximized.

8. Pre-testing of advocacy tools should be a standard operating procedure.
9. Traditional advocacy and IEC materials should be used creatively and innovatively to gather impact.

10. The win-win process (non zero-sum game) is preferable than the win-lose process.

11. Begin with “do-able” strategies and build on “small” success.

12. Success tends to build on success and it is helpful to start out in a positive manner. Conflict at an early stage creates more conflict.

After all these parameters are being utilized in the conduct of ALS AdSocMob. Therefore, the Alternative Learning System’s Advocacy and Social Mobilization is an initialization process for the implementers to build up the purposive objective of its curriculum in order for them to establish their stronghold relation to the community for the motive of improving their way of living through education. Working for the common good.

Reference:

https://www.google.com.ph/?gfe_rd=cr&ei=p8ZZWYEXx8moAZXyqugG#q=als+advocation+and+social+mobilization